

## ABSTRACT

A user interface includes a plurality of selectable graphical elements, each of the graphical elements representing a respective attribute level of a product

5      attribute, a first area for presenting at least one of the plurality of selectable graphical elements that has been designated by a respondent as representing an unacceptable attribute level, a second area for presenting one of the plurality of selectable graphical elements that has been designated by the respondent as representing a least-preferred attribute level, and a third area for presenting one

10     of the plurality of selectable graphical elements that has been designated by the respondent as representing a most-preferred attribute level.